

LIFE AFTER COLLEGE — WHAT CAN YOU DO?

There are three primary employment segments in the sport industry: Performance, Production, and Promotion.

The sport performance segment has employment opportunities that include:

- intercollegiate athletic positions — athletic director, administrative assistant, assistant/associate athletic director, sports information director, facility manager, equipment manager, sports promotion, ticket sales, sport marketing
- campus recreational sports
- campus health and fitness
- professional sports positions — account executive, corporate sales manager, marketing assistant, media and public relations, marketing director
- United States Olympic Committee
- National Sport Governing Boards
- Special Olympics
- Senior Olympics
- State Games

The sport production segment has challenging opportunities such as:

- sales representative for sporting goods manufacturer
- sales representative for a sports equipment company
- manager of a retail sporting goods and apparel store
- accounts executive for a sporting goods retailer or wholesaler
- corporation employee services director, sales representative for a sport surfacing manufacturer and supplier

The sport promotion segment has the following interesting positions:

- marketing director
- special events marketing
- salesperson for a TV sports channel
- account executive for a sport management and marketing company
- account executive for a collegiate licensing company